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ROOKS | PITTS PLLC**

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SUITE 2300  
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SENDER'S NAME:	Nancy R. Gamburd	LOCATION: Chicago
SENDER'S E-MAIL:	<a href="mailto:ngamburd@dykema.com">ngamburd@dykema.com</a>	
SENDER'S PHONE:	(312) 627-2193	SENDER'S FAX: (312) 627-2302

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Kilger, et al. Confirmation No. 5629  
Serial No. : 09/610,704 Customer No.: 20822  
Filing Date: July 6, 2000  
Title : PROCESS AND SYSTEM FOR INTEGRATING INFORMATION FROM DISPARATE DATABASES FOR PURPOSES OF PREDICTING CONSUMER BEHAVIOR  
Examiner : Michael C. Heck  
Group/Art Unit : 3623

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Commissioner for Patents  
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APPOINTMENT OF NEW REPRESENTATIVE WITH FULL POWERS OF ATTORNEY AND WITHDRAWAL AS COUNSEL OF RECORD

Sir:

As the holder of Power of Attorney for the prosecution of this application, I hereby appoint the following attorneys and agents with full power of substitution and revocation, to prosecute said application, to make alterations and amendments therein, to receive the patent and to transact all business in the patent and trademark office connected therewith: Nancy R. Gamburd, Reg. No. 38,147; Gregory M. Zinkl, Reg. No. 48,492 and the other attorneys and agents associated with Customer No. 38,939.

Please address all future correspondence to:

Nancy R. Gamburd  
Dykema Gossett PLLC  
10 South Wacker Drive  
Suite 2300  
Chicago, Illinois 60606

CHICAGO 2069392.1  
ID:NRC

Telephone calls should be made to Nancy R. Gamburd at:

312-627-2193 (telephone)  
312-876-1155 (facsimile)

Please associate this patent application with Customer No. 38,939.

Concurrently herewith, the undersigned firm of Ruden McClosky Smith Schuster & Russell, P.A., pursuant to client request, hereby withdraws as counsel of record.

Date: 11/23/04

By: 

Jordan A. Newmark, Reg. No. 50,904

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**STATEMENT**

I, Jordan A. Newmark, of Ruden McClosky of Ft. Lauderdale, Florida, certify that I currently hold power of attorney for the above-identified U.S. Patent Application Serial No. 09/610,704. A copy of the power of attorney is herewith enclosed.

Date: 11/22/09

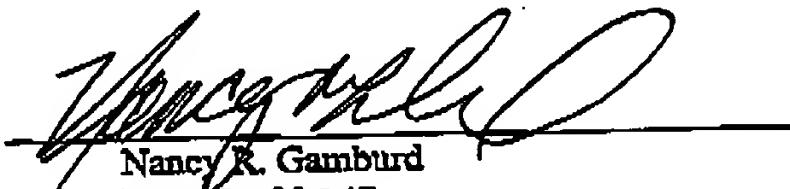
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**CERTIFICATE OF FACSIMILE TRANSMISSION**

I hereby certify that the foregoing "Appointment of New Representative with Full Powers of Attorney and Withdrawal as Counsel of Record" has been facsimile transmitted to Box AF, Commissioner for Patents, United States Patent and Trademark Office, Alexandria, Virginia 22313-1450, facsimile number 703-872-9306 on November 23, 2004.



Nancy R. Gamburd  
Reg. No. 38,147

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